

# Let My People Play!

## Current Opinions about Parks and Recreation





# Presenters:

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# Goals of this Session:

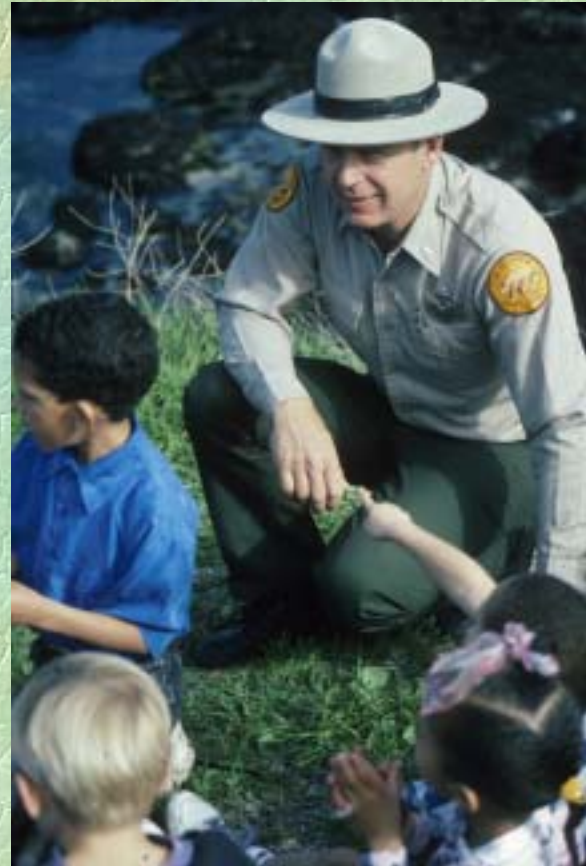
- ☛ Overview of DPR roles and relationships with Cities
- ☛ Results of studies and reports from the Planning Division
- ☛ Tools and strategies to build support for parks and recreation
- ☛ Future partnerships



# The California Department of Parks and Recreation

## 🌿 The State Park System

- 277 parks
  - Historic sites
  - Beaches
  - Campgrounds
  - Wilderness
  - Recreation Areas
  - Education Programs





# Primary Statewide Services

- ☛ Office of Grants and Local Services - administers Prop. 12 and Prop. 40 grants
- ☛ Office of Historic Preservation - maintains the historic register and administers grants
- ☛ Off-Highway Motor Vehicle Recreation Division - administers grants
- ☛ Planning Division - conducts statewide research and planning, includes the Statewide Trails Unit



# Current DPR Initiatives

- ☛ The California History Plan and the Cultural Summit

- ☛ The Central Valley Strategy

- ☛ Local Needs Assessment



# Planning Division of DPR

- ☛ **Technical Services** - focuses on issues of topical concern in the broad field of Parks and Recreation.
- ☛ **Statewide Planning** - the California Outdoor Recreation Plan (CORP) was prepared in 2002 - a requirement of the Land and Water Conservation Fund (LWCF) Program.

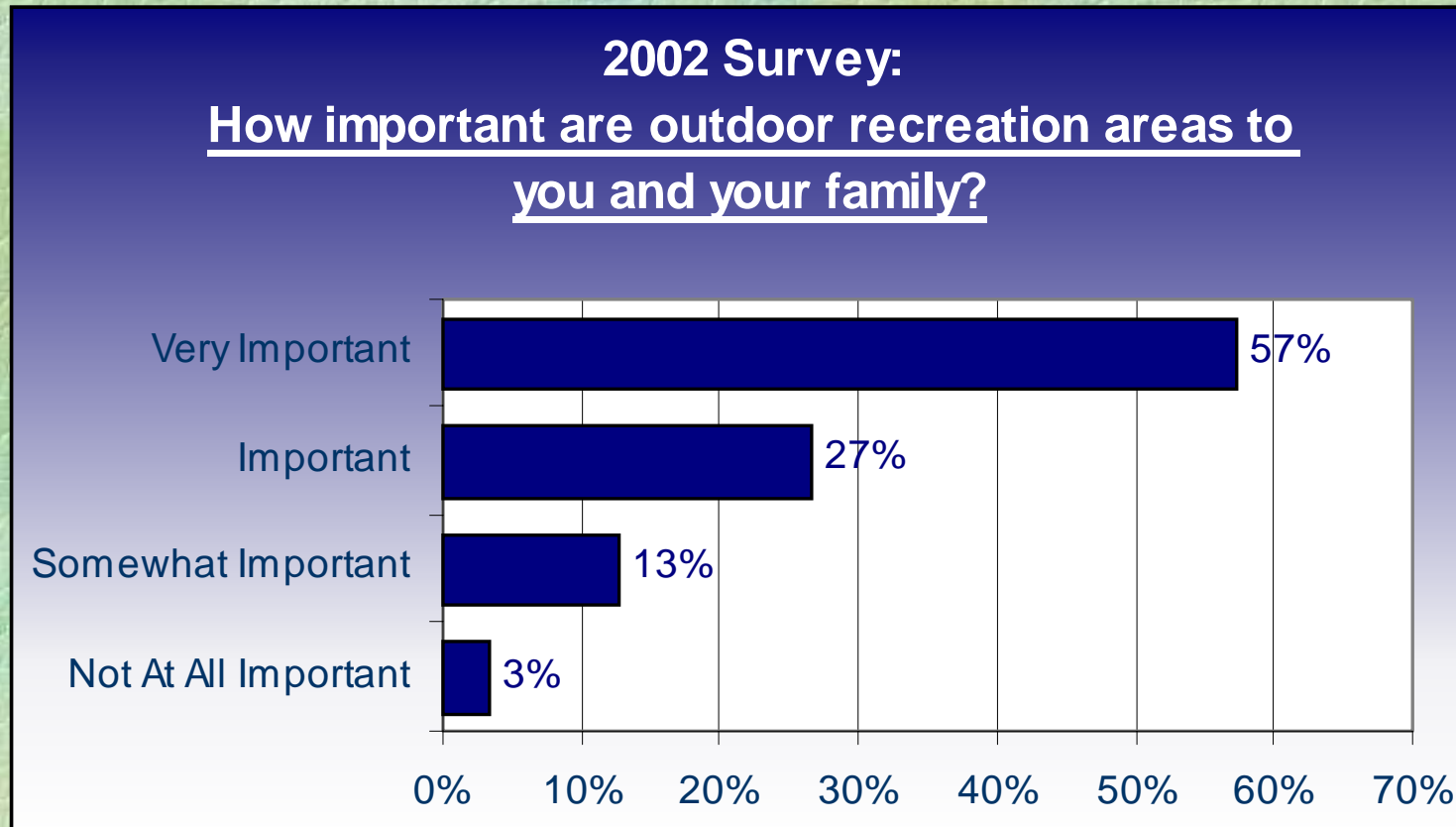


# Public Opinions and Attitudes 2002 Survey Results

- ☛ 4th in series: '87, '92, '97, '02
- ☛ 2,500 people surveyed
- ☛ Final data will be published soon as an element of the CORP planning process.
- ☛ Two lines of inquiry:
  - Public Opinions
  - Demand for/participation in outdoor recreation

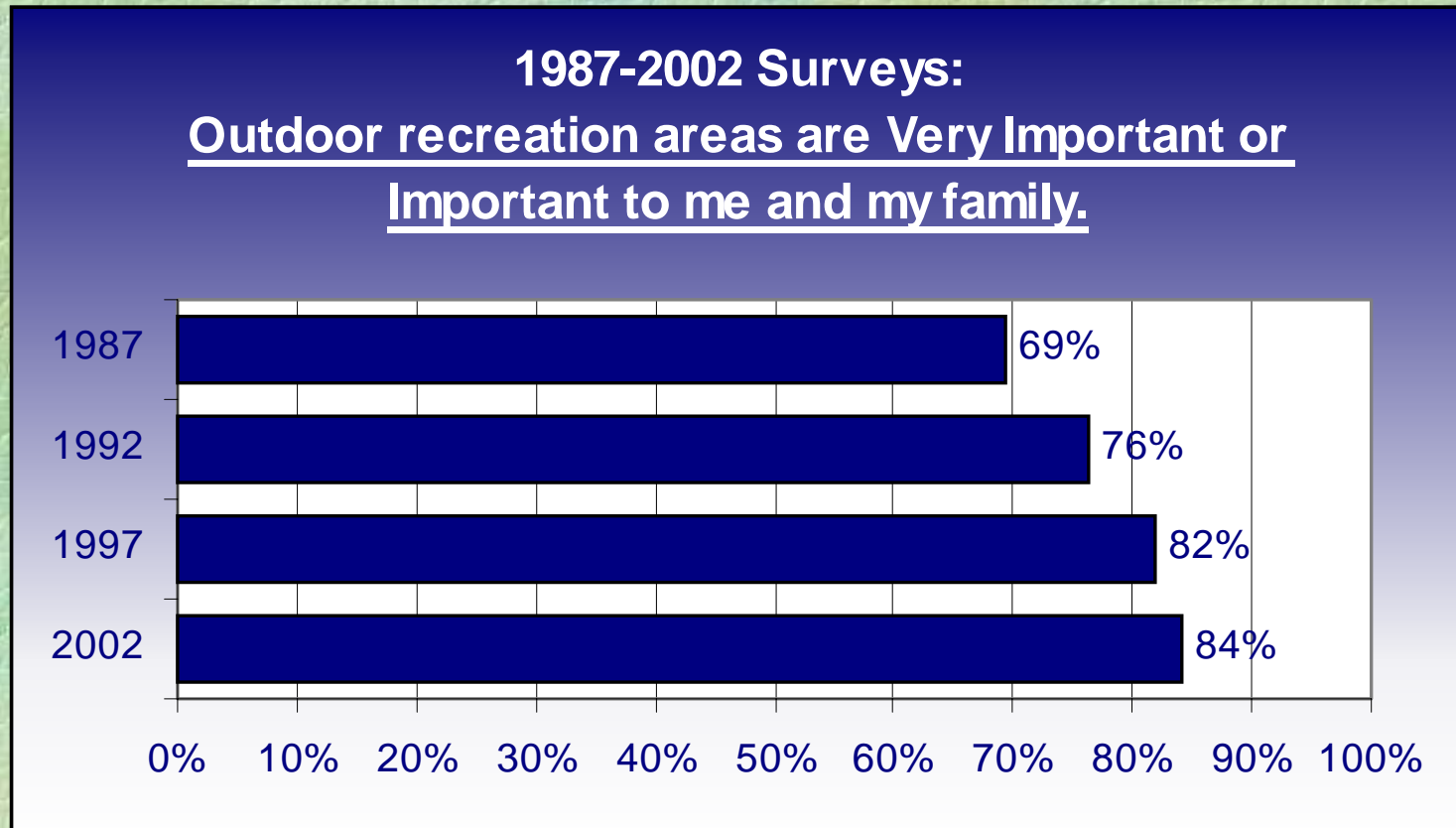


# Telephone Survey Results



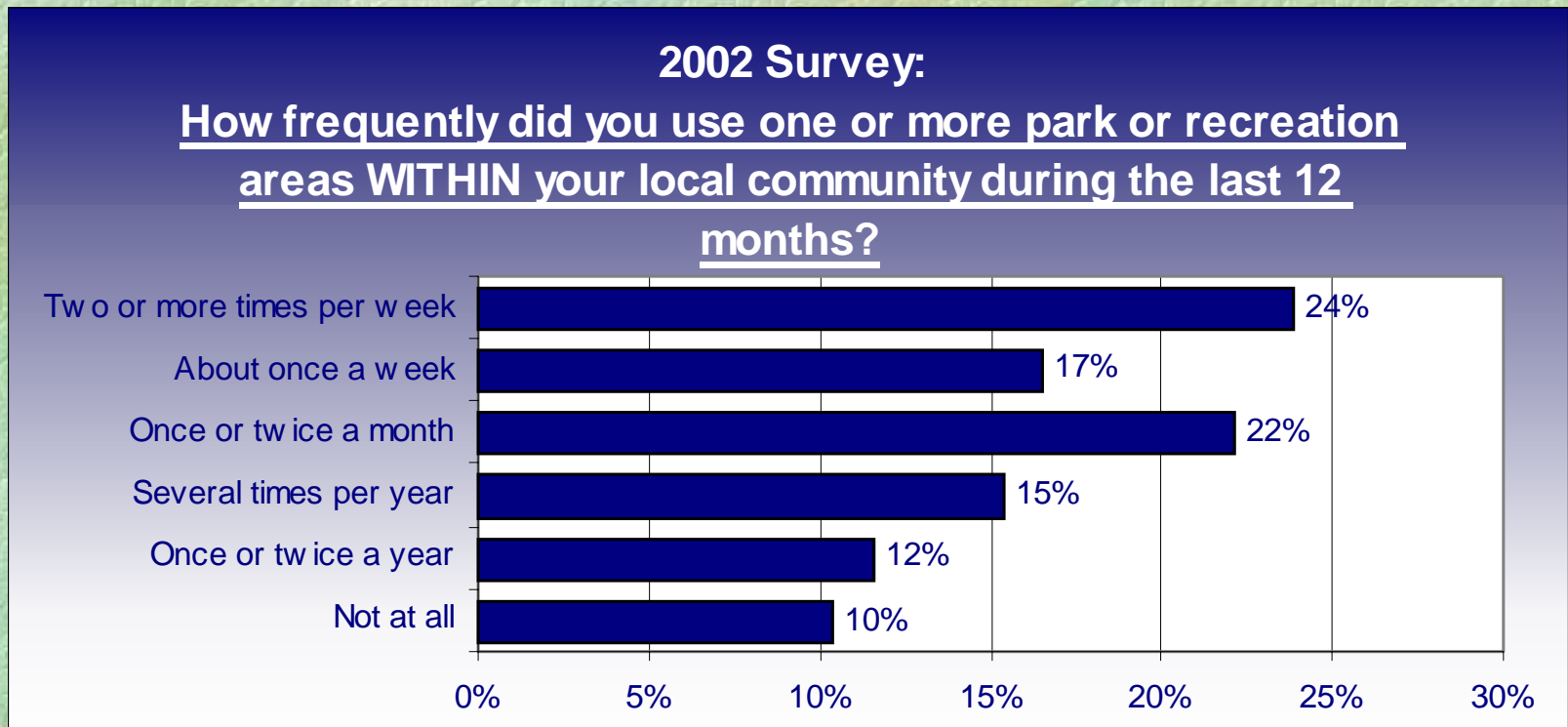


# Comparison Over 15 Years





# 41% Use Local Parks on a Weekly Basis





# Surprising Public Priorities?

<b>For Parks and Recreation Areas <u>Within</u> Your Community, Governmental Agencies Should:</b>	<b>Place More Emphasis On</b>
Protecting natural resources	71%
Protecting historic resources	67%
Educational programs	67%
Improving existing facilities	64%
Buying parkland/open space	59%
Maintaining recreation areas	57%
New facilities	57%
Organized activities/events	54%



# Agreement with Statements:



- ☛ 95% agree that outdoor recreation **improves health and welfare.**
- ☛ 88% agree that recreation areas **increase property values.**
- ☛ 83% agree that recreation **reduces crime.**
- ☛ 82% agree that recreation **creates jobs, helping the economy.**
- ☛ 82% agree that **we need more** urban recreation and open space lands.



# California Leaders' Opinions of Parks and Recreation

<b><u>Leader Group</u></b>	<b><u>Response %</u></b>
State Legislators	48%
Mayors	47%
County Supervisors	47%
County Executives	69%
Chambers of Commerce	50%
School Superintendents	70%



# Leaders Opinion Statements about Parks and Recreation

(in order of highest to lowest level of agreement)



1. Improve the **quality of life** in my area
2. Help **reduce crime** and juvenile delinquency
3. Increase the nearby residential and commercial **property values**
4. Create jobs, helping the **economy**
5. Plays an important part in the **business location decisions**
6. Are often **too crowded** when people want to use them
7. **Enough available** for convenient use
8. Attract **undesirable people** and activities





# Importance of Local Issues Over the Next 5 Years

1. Improving the local **economy**.
2. The need to replace/upgrade roads, sewer, water services and/or other public **infrastructure**.
3. Traffic, noise, clean air/water or similar **environmental** concern
4. The need for more and better **schools**.
5. Crime, vandalism, and **public safety**.
6. The need for **more park and recreation** lands, facilities and programs.
7. **Population growth** and urban development.
8. The **loss of agricultural lands** and open space.



# Significant Findings: Economics

- ☛ Leaders don't think residents place a high value on parks and recreation for jobs and improving the local economy.
- ☛ However, 82% of the public respondents agreed with that statement.
- ☛ Also - Leaders themselves strongly agreed that parks increase property values.
- ☛ So, if improving the economy is a top priority for the next 5 years, parks can play an important role, especially when it comes to property values.



# Significant Findings:

- ☛ Parks and Recreation were less important than other issues, but can accurately be tied to them:
  - Infrastructure - Parks *are* infrastructure.
  - Economy - Parks are *good* for local economies.
  - Environmental Concerns - Parks help preserve resources, providing cleaner air and water.
  - Crime - Parks are seen as a deterrent to crime and juvenile delinquency.



# **Survey of School Superintendents**

- ☞ **Mailed July - October 2002**
- ☞ **Sent to 1,043 public school districts**
- ☞ **Return rates**
  - **From 70% of superintendents**
  - **From districts in 98% of counties**
- ☞ **Data analysis**
  - **Statewide**
  - **Metropolitan vs. Non-Metropolitan**
  - **Geographic Regions**

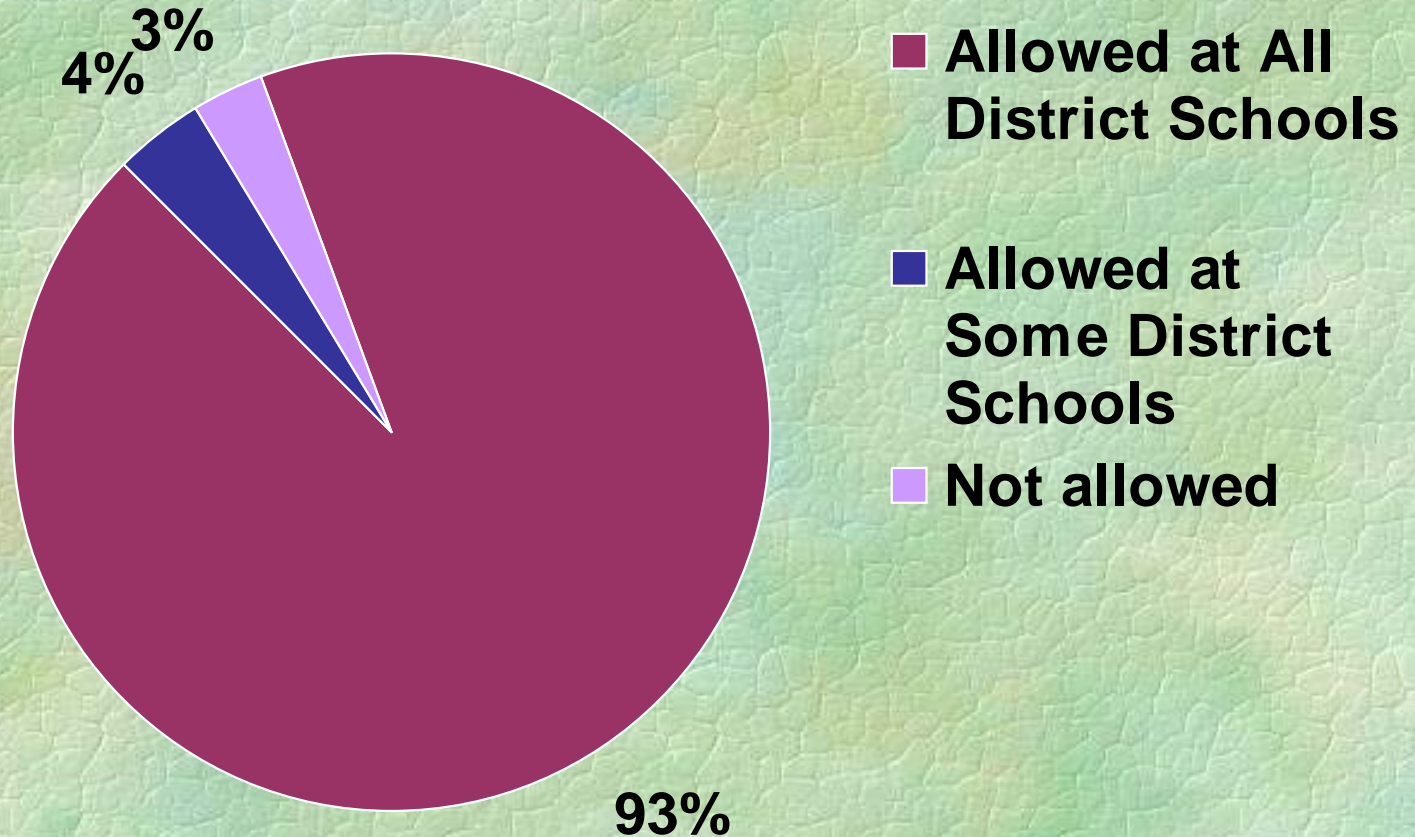


# **Survey Results ---Partnerships**

- ☞ **Significant sense of school's role as a hub of community activity**
- ☞ **Recreation access almost universally allowed**
- ☞ **Schools have or are open to having recreation arrangements with**
  - **Local governments**
  - **Non-profit institutions**
  - **Faith-based organizations**



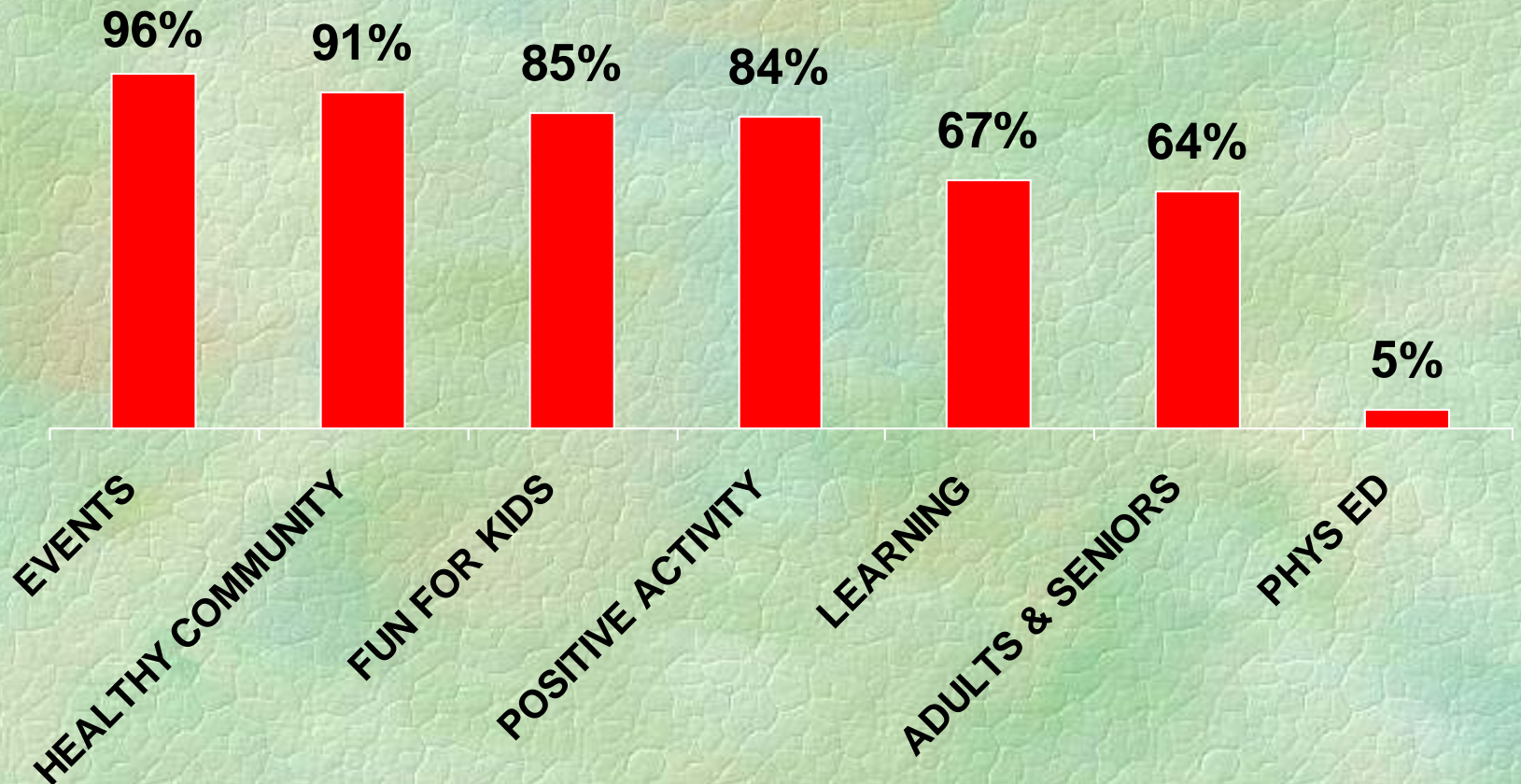
# Recreational Activity at Schools





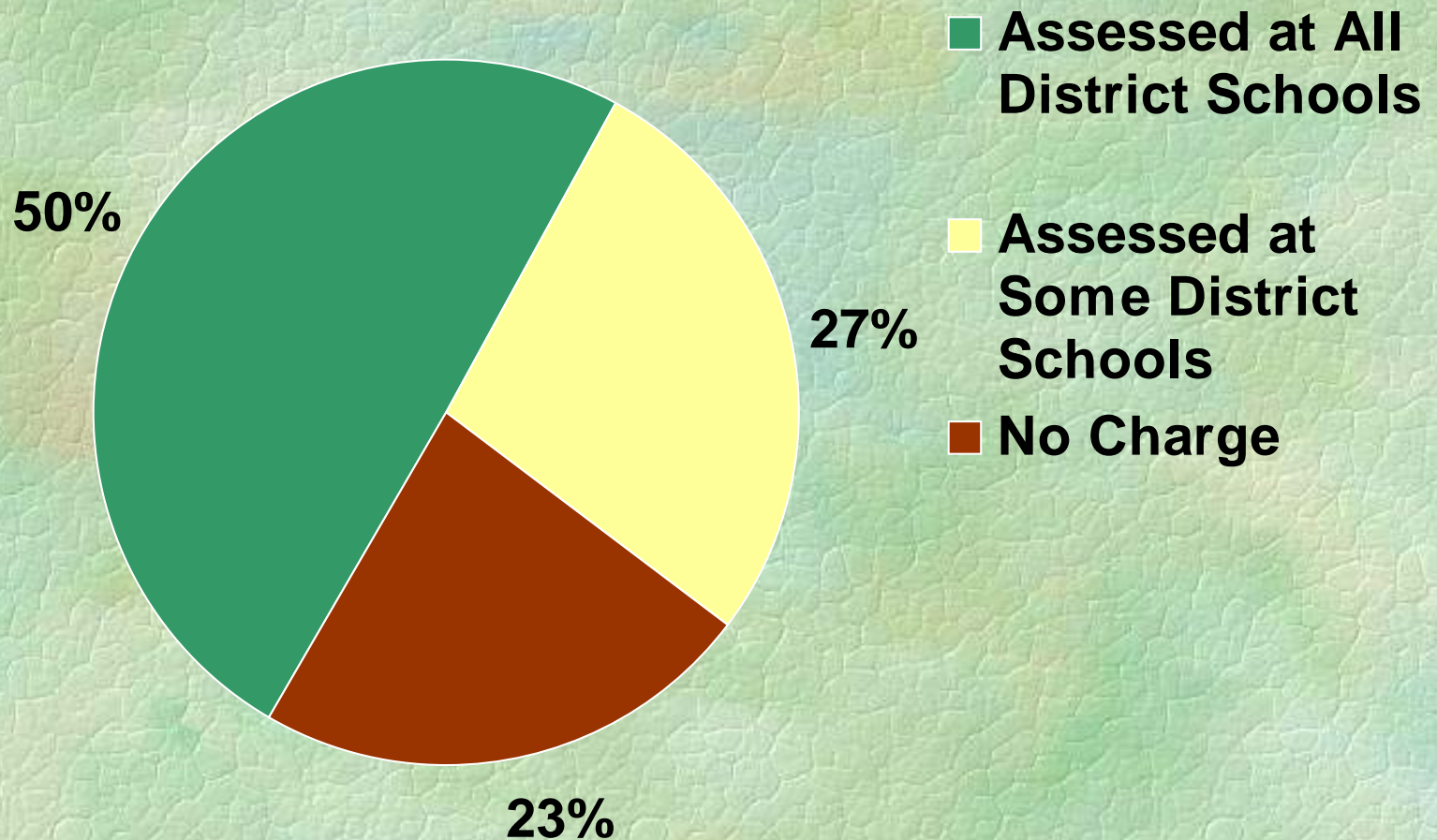
# Access to School Facilities

Percent of reasons to allow recreation access  
if recreation access is allowed





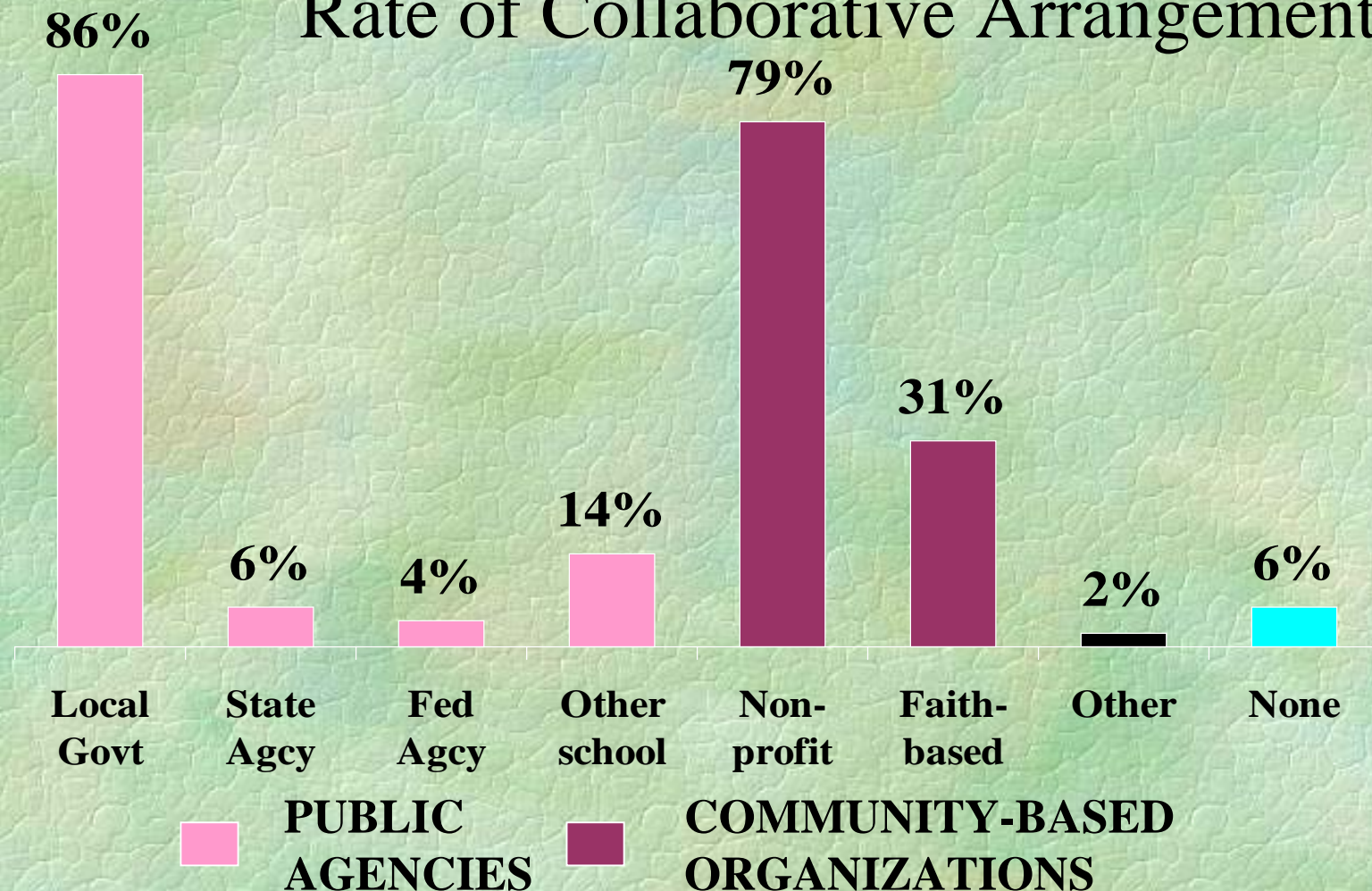
# Charges for Recreational Activity at Schools





# School Recreation Partnerships

Type of Organization and Frequency  
Rate of Collaborative Arrangement

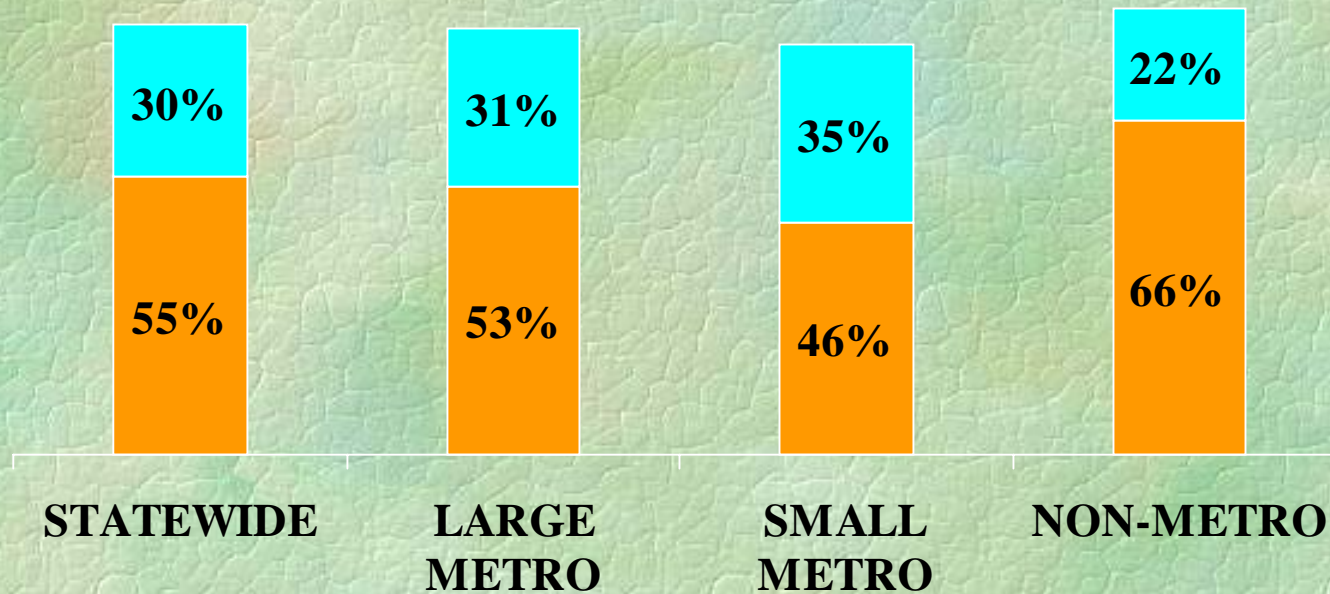




# Possibility of Agreement with Local Park and Recreation Agency

Percent of School Districts that will  
or might form a partnership

■ YES ■ MAYBE





# What Cities Can Do

## GET TO KNOW RECREATION USE POLICIES OF YOUR SCHOOLS

- look for recreation partnership opportunities with schools
- consider joint use school parks
- seek mutual understanding of Prop 49 Before-and-After school program

## LEARN ABOUT SCHOOL RELATIONSHIPS WITH COMMUNITY-BASED RECREATION PROVIDERS

- look for recreation partnership opportunities with NPOs and FBOs through their associations with schools



# Growing Your City's Park Budget

## **SIX WAYS TO FIND NEW REVENUES**

- **Marketing and customer service**
- **Impact fees on new development**
- **Assessments on existing property**
- **Grants**
- **Volunteers and donations**
- **Collaboration and public-private partnerships**



# **Growing Your City's Park Budget**

## **MARKETING AND CUSTOMER SERVICE**

### **EXPAND EXISTING CUSTOMER BASE**

- **Tailor offerings to provide better service to existing customers**

### **SEEK NEW RECREATION CUSTOMERS**

- **Establish potential to expand customer base**
- **Adapt to trends (aging baby boomers, etc.)**

### **CONSIDER NON-TRADITIONAL MARKETS**

- **Are there non-recreation market opportunities that do not conflict with core mission?**

### **PRICING: Raise fees per willingness to pay**



# **Growing Your City's Park Budget**

## **IMPACT FEES ON NEW DEVELOPMENTS**

### **EXERCISE OF LOCAL POLICE POWERS**

- **Regulations and fees --- work with city planners**
- **Development agreements --- negotiations**

### **MELLO-ROOS ACT AUTHORITY**

- **Builds infrastructure with tax-exempt financing**
- **Generally underutilized even in growing cities**

### **QUIMBY ACT AUTHORITY**

- **Dedications or in-lieu fees --- to 5 ac./1000 pop.**
- **Not fully utilized throughout the state**



# Growing Your City's Park Budget

## ASSESSMENTS ON EXISTING PROPERTY

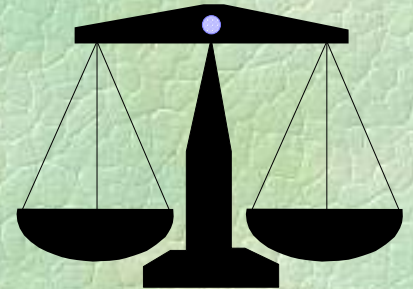
🦋 RULES KEEP CHANGING, AND.....

🦋 PROPOSITION 218 A WORK IN PROGRESS

BUT.....

🦋 ASSESSMENTS KEEP HAPPENING

- Establish a clear nexus
- Romance the property owners
- Get expert help --- League and consultants
- Currently 1/3 pass rate for cities





# Growing Your City's Park Budget

## GRANTS

### ☞ MANY SOURCES

- Government
- Private Foundations



### ☞ SOMEBODY GETS GRANTS, WHY NOT YOU?

### ☞ ALIGNMENT W/ GRANT PROGRAM'S PURPOSE

### ☞ GRANT SEEKING/WRITING HELP AVAILABLE

### ☞ OTHER PEOPLE'S MONEY STRINGS



# **Growing Your City's Park Budget**

## **VOLUNTEERS AND DONATIONS**

### **INDIVIDUALS AND GROUPS IN COMMUNITY**

- **Their time is worth money**
- **Useful for grant match requirements**
- **Builds bond with, support from community**

### **“FRIENDS OF” GROUP**

- **Formal non-profit organization**
- **Supports park system or individual parks**
- **Can generate/leverage cash donations**



# Growing Your City's Park Budget

## **COLLABORATION AND PARTNERSHIPS**

### **🦋 VARIETY OF OPPORTUNITIES**

- **Other public agencies**
- **Community-based organizations**
- **Schools and Before-and-after school programs**
- **Private sector**



### **🦋 FIND PEER GROUP LEADERS OF LIKE-MINDED ORGANIZATIONS**

### **🦋 SEEK OVERALL COMMUNITY BETTERMENT**

- **Outcomes can be greater than the sum of the parts**
- **Work across program silos**



# **Growing Your City's Park Budget**

## **CLOSING THOUGHTS**

**☞ EXISTING BUDGET IS SOUND AND IS BASED ON  
A PLAN THAT HAS PUBLIC SUPPORT**

**☞ OPPORTUNITIES EXIST EVEN IN HARD TIMES**

**☞ INTERNAL RELATIONSHIPS**

- **Mayor and Council**
- **Other city departments**

**☞ EXTERNAL RELATIONSHIPS**

- **Other organizations --- public and private**
- **Benefactors**
- **Your customers**



# Summary

☛ **People love parks.**

☛ **Leader's agree - Parks have many benefits.**

☛ **People want quality parks** no matter what the economy is doing.

☛ **Survey results, funding strategies and other resources can help with budget solutions and effective partnerships.**